

CHECKLIST FOR REVIEWING AFFIRMATIVE FAIR HOUSING MARKETING PLANS

PROJECT NAME: _____

- _____ 1a. Applicant/Borrower's name, address and phone number must be completed.
- _____ 1b. Project name and street address must be completed.
- _____ 1c. Project/Account number must be completed.
- _____ 1d. Number of lots, beds, rental units, etc. must be completed.
- _____ 1e. In MFH cases where there is RA, the lowest rate should be \$0 and the highest rent should be the established note rent. In lieu of completing a new "AFHMP" when rental rates change, rents may be changed and initialed on the original plan and copies sent to the Area Office and the State Office.
- _____ 1f. If MFH, specify elderly or non-elderly. "Mixed" & "Family" designations are considered non-elderly.
- _____ 1g. Complete only for new construction. Specify when advertising and occupancy will occur.
- _____ 1h. The market area (county or city) will be indicated.
- _____ 1i. The census tract for the market area indicated in 1h. Attach the census data sheet. (Web sites that can be used are: http://ftp2.census.gov/plmap/pl_trt/st38_NorthDakota and http://factfinder.census.gov/servlet/QTGeoSearchByListServlet?ds_name=DEC_2000_SF1_U&_lang=en&_ts=47919718111)
- _____ 1j. Manager's/sales agent's name and address must be completed.
- _____ 2. For MFH, the "Project Plan" box will be checked. An area must be indicated and in most cases it will be "mixed area" and the % of minorities is to be completed. This percentage should be the same as the minorities reflected in the housing market area.
- _____ 3. The boxes checked must correspond with the race of the population indicated by the census data. In other words, if the census data reflects 1% American Indian, 1% Black, and 98% White, the boxes for American Indian and Black should be checked as those **groups least likely to apply** and used for outreach/community contacts.
- _____ 4a. All projects are required to have a printed advertisement at least once a year, so each "AFHMP" should have at least one newspaper or publication listed (except for new construction). Race/Ethnic percentage should be completed, or show "All" if it serves all groups. The size of the ad should be listed. (ex. 2"x4") The duration should be listed and must be at least annually. A full tear sheet of the most recent ad should be attached. If there is a clear copy that shows the publication name and date, this will be acceptable. If radio or television is used for advertising, a copy of the information read or shown must be attached.
- _____ 4b. (1) If brochures, letters, or handouts are used, copies must be attached.

Project Name: _____

_____4b. (2) All MFH projects approved on or after 9-13-77 must have a permanent project sign. A project of 8 or more units must have a project sign not less than 16 square feet in area. Smaller projects may have smaller signs. The logo size must be 3-5% of the total sign area. A photograph of the sign must be included. The project sign must be visible and readable from the street.

(3) HUD's Fair Housing Poster must be posted in each building or somewhere on site in the case of a subdivision development. The Sales/Rental Office or Other, (such as entryway, hallway and community room) will be specified. The poster will not be posted in the laundry room.

NOTE: All project signs, newspaper ads, radio & TV ads, letters, brochures, newsletters, and printed information must include the project name, rental contact information including the project's office location and telephone number where applicant inquiries may be made, Equal Housing Opportunity logo or statement, TDD phone number (if applicable), and accessible logo or statement (if applicable). If a project is designated elderly, the information given should read 62 years of age or older, disabled, regardless of age.

_____4c. The community contacts must be listed and should identify those persons least likely to apply in section 3. Groups associated with the project type (elderly or family) and at least one disability group must be contacted. The race/ethnic code must be completed or state "All" if all groups are served. Contacts must be made at least yearly. The contact person must be listed. If the method of contact is by letter, a copy of the outreach letter being used must be attached. If method of contact is by telephone or personal visit, then a log must be kept showing the date of the visit, who was contacted and what was discussed. Attach a copy of the log with the plan.

_____5. For rental units, at least the project sign, newspaper, and community contacts should be checked.

_____6a,b. Experience: Must **be checked 'yes' or 'no'**. Documentation of the type of and dates of Fair Housing and Section 504 of the Rehabilitation Act training must be attached. If there are other site employees such as maintenance and caretaker, a training plan for their training will be included. Any instructions given to the staff regarding Section 504 must be attached.

_____7. Complete as needed.

_____8. The plan must be signed and dated by the participant.

SPECIAL NOTES: Written materials such as newspaper ads, brochures, newsletters, outreach letters should be reviewed for content. Statements such as independent living, ideal for couples, adult living, and pictures using persons should not be used. These types of statements/photos can all be discriminatory in nature. If churches are used as a contact, all denominations must be listed. **CALL THE STATE CIVIL RIGHTS MANAGER IF YOU HAVE QUESTIONS.**

APPROVAL RECOMMENDED by:

(Servicing Office Representative)

(Date)

Policies used for Affirmative Fair Housing Marketing Plans

1. For MFH and CF participants, the “AFHMP” is to be prepared as a part of the application for assistance. Once assistance is granted, the AFHMP will be renewed at least every three years or when changes occur, especially in the demographics of the market area.
2. Track Receipt date of “AFHMP” in MFIS
3. Review “AFHMP” in accordance with the State AN and Attachment A
4. A) If complete, send to State Office with recommendation of approval.

B) If not complete, return to participant with a letter stating what needs to be corrected.
 1. If the prepared “AFHMP” does not provide the information necessary to satisfy the requirements, do not hesitate to return the form or ask for the information necessary to complete the form.
 2. Give 15 days for correction and resubmission and set up a follow-up date in MFIS.
- C) If the “AFHMP” is not returned or never received, send servicing letters to the owner.
5. After State Director approval, the “AFHMP” will be returned to the servicing office.
 - A) Enter approval date and next due date in MFIS.
 - B) Return original to participant. A copy of the “AFHMP” will be posted in each building in a conspicuous place where it will be seen by the public, such as the sales/rental office, entryway, and hallway or community room. The plan will not be posted in the laundry room.
 - C) Keep a copy of the “AFHMP” and a copy of the State Office memo with attachments in Position 1 of the Servicing File.
6. Once the “AFHMP” is approved, it is the servicing office responsibility to monitor the participant’s compliance with the “AFHMP”.
7. For MFH and CF participants, as a part of the compliance review process, the Compliance Review Officer should check for compliance with the approved “AFHMP”. As a part of this process, the Reviewer should:
 - Check to see that a current, signed and approved “AFHMP” is posted in a conspicuous location in the marketing office.
 - Check to see that a Fair Housing Poster is conspicuously posted.
 - Check project sign for compliance with the size in “AFHMP” and size of the Equal Housing Logotype.
 - Secure latest copies of brochures, outreach letters, newspaper ads or other marketing material and check for Equal Housing wording.

- Contact one or more of the Community Contacts listed on the “AFHMP” to determine if they are familiar with the project or have been contacted.
- Review racial/ethnic makeup of participants to determine if marketing activity has been effective. If it has not, ask for information on additional or proposed efforts to achieve marketing goals. Renew the “AFHMP” as needed.
- Review racial/ethnic make-up of staffing to see if it reflects the service area. If it does not, ask for information on recruitment efforts to attract these employees.

8. Procedural References related to the “AFHMP”

- a. RD Instruction 1901-E, 1901.203(c) RD affirmative action
- b. RD Instruction 1930-C, 1930.119(a) MFH Compliance Review
- c. RD Instruction 1930-C, 1930.142(c) MFH Complaints
- d. RD Instruction 1930-C, Exhibit B (VI) (C) MFH “AFHMP” Inst.
- e. RD Instruction 1944-D, 1944.178(c) Labor Housing Complaints
- f. RD Instruction 1944-E, 1944.239(c) Rental Housing Complaints